

WE CLAIM:

1. Apparatus for displaying multiple series of still images, each said series forming an animated display to a viewer moving substantially at a known velocity relative to said multiple series substantially
5 along a known trajectory substantially parallel to said multiple series, said apparatus comprising:

a backboard having a backboard length along said trajectory, still images of each said series interspersed with still images of other said series and
10 mounted on a surface of said backboard, each still image having an actual image width and an image center, image centers of successive images of a same series being separated by a frame-to-frame distance; and

a slitboard positioned substantially
15 parallel to said backboard facing said surface thereof and separated therefrom by a board-to-board distance, said slitboard being mounted at a viewing distance from said trajectory, said board-to-board distance and said viewing distance totaling a backboard distance, said
20 slitboard having a slitboard length along said trajectory, and having a plurality of slits substantially perpendicular to said slitboard length, each said slit corresponding to a respective image of each series and having a slit width measured along said
25 slitboard length and a slit center.

2. The apparatus of claim 1 wherein each series is viewable from a respective viewing angle relative to a viewer moving substantially along said known trajectory.

3. The apparatus of claim 1 wherein at least one series is viewable from a respective viewing angle relative to a viewer moving in a first direction substantially along said known trajectory, and at least

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5 one other series is viewable from a respective viewing
angle relative to a viewer moving substantially in a
second direction opposite said first direction along
said known trajectory.

4. The apparatus of claim 1 wherein said multiple series comprises two series of still images.

5. The apparatus of claim 4 wherein said two series are interspersed such that each still image of one series, except a first and last still image of said one series, is mounted on said surface between two still images of the other of said two series.

6. The apparatus of claim 1 wherein an image of one series abuts an image of another series.

7. The apparatus of claim 1 wherein two adjacent images are separated by a distance.

8. The apparatus of claim 1 wherein images of a first series are arranged on said surface in a forward sequence and images of a second series are arranged on said surface in a reverse sequence relative to said images of said first series.

9. The apparatus of claim 1 further comprising a light source operative to illuminate said images.

10. The apparatus of claim 9 wherein:
said backboard is light-transmissive;
and
said backboard is between said light
5 source and said slitboard.

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18. The apparatus of claim 1 wherein said known trajectory is a walkway, said viewer being a pedestrian on said walkway.

19. The apparatus of claim 1 wherein each of said slit centers is aligned with a respective plurality of still images in which each image of said plurality belongs to a different series.

20. The apparatus of claim 1 wherein each of said slit centers is aligned along a line normal to said backboard with a respective boundary between two adjacent images in which each image of said two
5 adjacent images belongs to a different series.

21. The apparatus of claim 1 wherein said trajectory, said backboard, and said slitboard are curved.

22. The apparatus of claim 1 wherein to project each said image substantially without blurring, said slit width is selected to be at most about one-tenth of said actual image width.

23. The apparatus of claim 1 wherein:
said images are illuminated to an image
luminance; and

when said viewer is in an environment
5 illuminated to an ambient luminance, said slit width is at least about equal to one-tenth the product of
(a) said actual image width, (b) the square of the quotient of said backboard distance and said viewing distance, and (c) the quotient of said ambient
10 luminance and said image luminance.

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25. The apparatus of claim 1 wherein respective slit centers of adjacent slits are separated by said frame-to-frame distance.